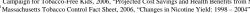
The GOOD News...

- ⇒ The rate of smoking among Montana youth declined from 19% in 2004 to 17% in 2006.
 - This recent decline in youth smoking is equal to an estimated 1,100 fewer kids who smoke.¹
 - For every 1,000 kids who don't start smoking, total future lifetime healthcare costs decline by at least \$16 million.
- > Youth smoking rates have dropped dramatically since 2000, when 27% of Montana youth
 - This decline over six years represents an estimated 6,718 fewer teen smokers.³
 - The savings in future health care costs amount to more than \$100 million. 4
 - At least 6,600 fewer of Montanans will die from smoking-related illnesses.⁵
- > The overall trend of decline in youth smoking in Montana can be attributed to the consistent support Montana citizens have shown for policies that reduce tobacco use: higher tobacco taxes, smokefree indoor air, tobacco-free schools, and funding a comprehensive tobacco use prevention program.
- ⇒ Every dollar spent on comprehensive tobacco control programs saves an estimated \$2 to \$3 in future health care costs. 7

Remaining Challenges

- Smoking increases with age among youth. Although the overall rate of smoking is at an all-time low, nearly one quarter of Montana teens are smokers by the time they leave high school.
- More than one quarter of Montana high school senior boys use spit tobacco, putting themselves at risk for tobacco addiction, oral cancer and other illnesses.
- The tobacco industry continues to target youth by creating and selling products like candy-flavored tobacco and little cigars, whose flavor and packaging is attractive to younger buyers.
- The tobacco industry spends nearly \$50 million annually marketing products in Montana, with special emphasis on sponsorship of events frequented by children and teens, like county fairs and rodeos.
- For cigarette brands that youth most frequently smoke (Marlboro, Newport, and Camel), the tobacco industry has significantly increased nicotine content, the most addictive component, between 1998 and 2004, making cigarette addiction among Montana teens a greater threat than ever before.





www.tobaccofree.mt.gov

This figure is based upon a conservative estimate generated by the Campaign for Tobacco-Free Kids; every 1% decline in the overall youth smoking rate represents 550 fewer youth smokers in Montana.

Montana Department of Public Health and Human Services, Montana Prevention Needs Assessment (PMA), 2000 – 2006.

Figure based on cstimated 200001 enrollment of 62.207 8th – 12th graders and estimated 200506 enrollment of 59.285 8th – 12th graders.

Based on CDC estimate of smoking-caused health care costs, Sustaining State Programs for Tobacco Control: Data Highlights 2006. (6,718 fewer teen smokers x \$17,500 estimated lifetime smoking-related health care = \$117,565,000)

**CDC, State Highlights 2006. (*Projected Smoking-Related Deaths Among Youth – United States"

Campaign for Tobacco-Free Kids, 2006. "Projected Cost Savings and Health Benefits from Montana Making Adequate Investments to Prevent and Reduce Tobacco Use."